

#1

<http://desktoppub.about.com>

Gestaltism: A Matter of Perception

I think it's imperative that we should use psychological techniques more in our designs.

I'm not saying design should be completely scientific or mathematical, but I do believe the best design comes when proven theory works in harmony with art.

The idea of the "gestalt" is a fairly old one, originating with early 20th century philosopher [Christian von Ehrenfels](#) along with his contemporary, psychiatrist [Max Wertheimer](#), among others.

At its simplest, **gestalt theory describes how the mind organizes visual data**. The stronger the clarity of form, the more effective the design.

#2

What elements of your designs are you unintentionally over- or under-emphasizing as a result of a misuse of the principle of similarity?

(This paragraph talked about how sometimes following "rules" of designs can lead to unwanted results...The famous McCain picture where the adopted daughter appeared to be unwanted)

#3

Examples of the "Figure-Ground" Principle



**Hope for African
Children Initiative**

#4

<http://nhsdesigns.com/graphic/typography/styling-formatting.php>

The size range for body copy in a book or magazine article should be between 8pt and 14pt.

Serif or Sans Serif?

A serif font is easier to read over long passages (blocks of text) than a sans serif font. It is therefore often chosen for designs incorporating high quantities of body copy, such as novels and newspapers. However, a sans serif font is frequently perceived as being more modern.

Body copy should always be set in upper- and lower-case because the irregular shapes are rich with cues that improve legibility. Upper case (capital) letters are uniform in height and lack diversity of form, which impairs reading. upper-case text also consumes about a third more space than the equivalent in lower-case.

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